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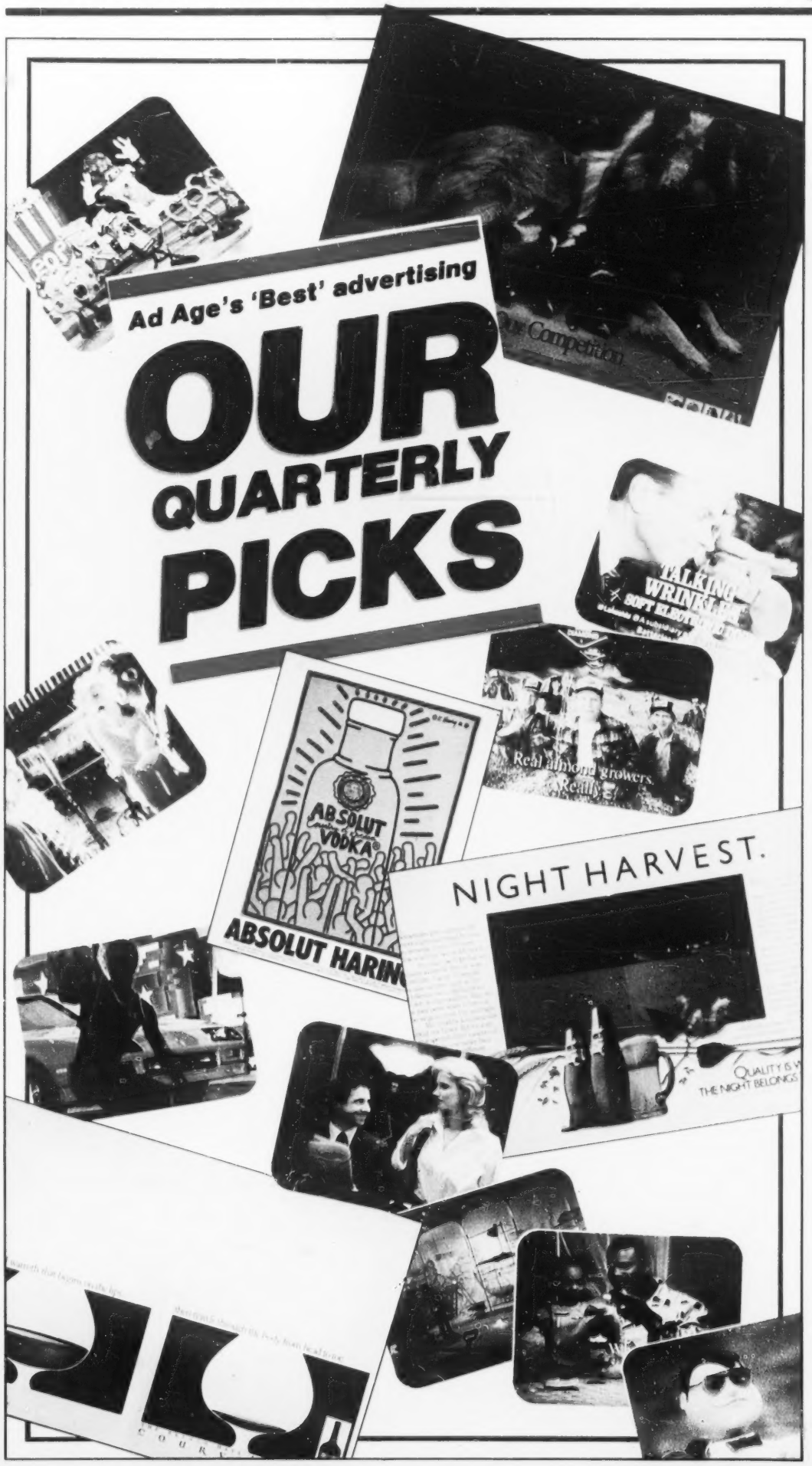
Advertising Age

Crain's International Newspaper of Marketing. In Two Sections, Section 1.



More conflict woes; Bates dropping Cyanamid

— Page 1

McDonald's plays up nutrition in new ads

— Page 2

Admen rally against ABA plan to ban tobacco ads

—Page 3

Syndicators gamble with new sitcoms at NATPE

— Page S-1 — S-30, 68 — 71

Highlights

Lifting Continental's image 1
Texas Air Corp. this week begins a drastic repositioning of its airlines' marketing as chairman Frank Lorenzo moves to fill a creative void in the industry's stagnant, price-oriented advertising. The Houston-based company breaks the opening element in Mr. Lorenzo's new strategy today with the first corporate image tv spots for Continental Airlines.

Bates bites the bullet 1
Procter & Gamble's strict conflict policy is forcing Ted Bates Worldwide to drop most of its American Cyanamid Co. accounts, sources say. The lost business is estimated at $25 million.

ABA's burning issue 3
The advertising industry is battling to defeat a proposed resolution that would put the American Bar Assn. on record favoring congressional action to ban tobacco advertising and promotion.

Tyson's marketing punch 4
Mike Tyson, the youngest heavyweight champion, is the first boxer to hire a marketing agency. The 20-year-old champ of the World Boxing Council has retained Ohlmeyer Communications Co., a major player in sports tv and sports event marketing.

Bleak barter picture 6
The barter tv industry, a year ago the fastest-growing segment in media, now is caught between an over-all decline in network tv ad spending and weak ratings for what had been some of its reliable shows and genres.

Vital move for Sassoon 60

Vidal Sassoon Inc. next month starts an estimated $10 million national tv and women's fashion magazine campaign restaging its 10-year-old salon formula haircare line. Several new salon-linked haircare introductions are expected this year. Vidal Sassoon again will serve as spokesman for the revamped shampoo and conditioner, and copy for the campaign positions the brand as a haircare breakthrough from the person who understands today's styling needs.

Catalina nurtures Cub 72
Catalina Marketing has begun installing its in-store coupon distribution system throughout the Cub Foods supermarket chain in Chicago. Catalina, which earlier moved into Chicago-area stores of Dominick's Finer Foods, now has about 230 stores wired and predicts units in 700 stores will be operating by yearend.

Perfume Taylor made for Saatchi 85
Liz Taylor has entered into a licensing deal with Parfums International, the upscale fragrance group at Chesebrough-Pond's Prince Matchabelli division. William Esty Co., the Saatchi & Saatchi agency that handles Matchabelli, will handle.

INTERNATIONAL

Air France competition 50
Hoping to compete better when European Community skies are deregulated sometime in the future, Air France puts its $3.5 million international corporate image account up for review. Five agencies are in the running.

Black eyes U.S. media 59
Financier Conrad Black joins the list of Canadian corporate raiders who have set their sights on U.S. media properties. Through Hollinger Inc., which he controls, Mr. Black last month bought 21 small-town newspapers in Illinois, Indiana, New York, Ohio and Pennsylvania for about $76 million.

OTHER NEWS

When the marketplace cries for new products, Quaker Oats Co. churns them out. When the corporate raiders are on the warpath, Quaker protects itself by acquiring companies with familiar old brands in solid market leadership positions. Quaker's forte has been adapting to changing conditions, and that's largely because of its chairman, William Smithburg. Page 3.

The departure of legendary editor William Shawn could help *The New Yorker* in grappling with its business-side problems. The appointment of Robert Gottlieb as his successor last week was welcomed by many in the advertising, marketing and media communities who are convinced *The New Yorker*, as it nears its 62nd anniversary, is badly in need of change. Page 3.

As the Magazine Publishers Assn. honored Gilbert Maurer as "publisher of the year," the Hearst Magazines president paid tribute to the readers and editors who made it all possible. Page 85.

A new, high-flying Diet Pepsi spot will make history in March when it lands on Paramount Pictures Corp.'s home-video release of "Top Gun." The commercial, inspired by the hit movie starring Tom Cruise and Kelly McGillis, will be added to the start of each "Top Gun" cassette in a precedent-setting promotion between Paramount and Pepsi-Cola Co. Page 92.

SPECIAL REPORT

This week Special Report focuses on issues tv syndicators will face in the coming year as the 24th annual National Assn. of Television Producers convention prepares for its Jan. 21 opening in New Orleans.

REGULAR FEATURES

ADVERTISING MARKETPLACE 79
BEST OF PRESS 38
BEYOND ADVERTISING 34
BOB GARFIELD'S AMERICA 36
BRADY 32
BRADY'S BUNCH 60
CON-SID-ERATIONS 16
CONTRACT SPORTS 29
CORRECTIONS & CLARIFICATIONS 6
EDITORIAL 16
FOR THE RECORD 85
FORUM 18
LETTERS 20
MEDIAWORKS 68, 70
PARTING SHOT 34
PHOTO REVIEW 74
PRESSTIME 8
REGIONAL NEWS 66
RESEARCH BEAT 62
RESEARCH PEOPLE 65
T.N.T., THE NEXT TREND 36
U.S. NEWSWATCH 4
WORDS 32
WORLD NEWS ROUNDUP 3

FIGURES TO FILE

ADVERTISING PAGES IN JANUARY CONSUMER PUBLICATIONS 83

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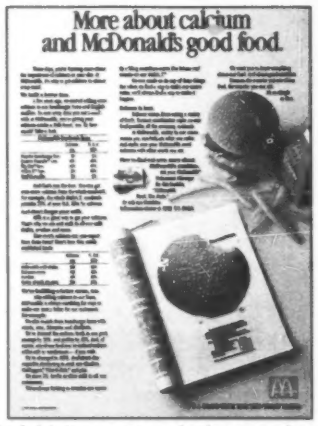

McDonald's is running a series of eight two-page ads (successive rights) in 15 consumer magazines, three professional journals and newspaper Sunday supplements as part of its $10 million-to-$12 million campaign stressing the nutritional value of its food. A goal is to "neutralize" junk food misconceptions about McDonald's good food.

McDonald's heavy in print for nutrition

By SCOTT HUME

McDonald's Corp. strikes a humble pose in the most extensive print advertising effort in its 31-year history.

The estimated $10 million-to-$12 million, yearlong campaign (AA, Oct. 20), which began Jan. 18 in *Parade* and Sunday magazine inserts in the *Chicago Tribune*, *Los Angeles Times* and *San Francisco Examiner*, positions McDonald's as a company responsive to customers' concerns about nutrition.

While staking claim to a leadership role on nutrition as it and several competitors scurry to add packaged salads to their menus, McDonald's also is using the campaign to respond to and, it hopes, undercut, some of its critics.

According to materials sent by the company to its franchise operators, the campaign's strategy is to "get the facts out and to neutralize the junk-food miconceptions about McDonald's good food."

First insertions for this major

(Continued on Page 90)

Atlanta agencies hail RJR Nabisco

By WILLIAM F. GLOEDE

When the nation's third-biggest advertiser comes to a town where the advertising business has been on the ropes, euphoria sweeps adland.

So it was last week when executives in the beleaguered Atlanta agency community learned of RJR Nabisco's plans to move its corporate headquarters from Winston-Salem, N.C., to a site on the city's northern border in September. The new corporate resident instantly will become the city's largest, eclipsing Atlanta's current No. 1, the Coca-Cola Co., in terms of sales.

Ever since the demise of McDonald & Little in 1985, Atlanta's agency community has been searching for reasons why Atlanta has not become a creative hot spot like Dallas or Minneapolis. While the short-term impact on the agency community here is not expected to be significant, agency executives are hoping their work

(Continued on Page 88)

West Coast News

Stater supermarkets part with W.B. Doner

COLTON, CAL.—Stater Bros., a 94-outlet supermarket chain, will end its five-year relationship with W.B. Doner, Los Angeles, on March 24, vp-advertising Jerry Bee confirmed. The split follows Doner's addition of the Compton-based Ralphs Grocery Co. Giant division, a $6 million account.

SAN DIEGO—**Franklin & Associates** acquired the Phillips Organisation, creating a $24 million shop. Franklin, house agency for Great American First Savings Bank, claims it becomes the city's second largest shop trailing Phillips-Ramsey, which has $52 million in billings. Phillips Organisation president Bob Phillips becomes exec vp-client services.

SAN FRANCISCO—**Gardner Communications** is gaining an additional $1 million in billings from longtime client Kransco International, which last month purchased the "Roller Racer sit skate" from Nashville Diversified Corp. First ads break in the spring.#

BEST OF PRESS

AT&T IS IN THE PALM OF YOUR HAND.
BOSS, CLARK, WE'VE GOT TO GET BACK TO THE OFFICE AND CALL LONDON BEFORE THE MARKET'S OVER!
WHILE LOIS HAILS A CAB I'LL USE THAT PHONE BOOTH.
AND UNLEASH MY SPECIAL POWERS!
THIS AT&T CARD?
IN A FEW SECONDS MY CALL WILL BE COMPLETED!
BOOM...
YOU ALWAYS DISAPPEAR IN AN EMERGENCY!
'TIS OK. EVERYTHINGS TAKEN CARE OF, LOIS!
AT&T
The right choice.

McCann-Erickson, New York, used a mainstay of the newspaper medium, the comics format, and a well known strip, "Superman," to illustrate the phone service offered by AT&T business long distance. It works especially well with the double-truck size and comics colors. Art director: Milt Marcus; copywriter: George Adels; illustration: Joe Orlando and Dick Giordano at DC Comics.

I wonder if Grant could tell what came of that new Virginia Gentleman Gin.
Introducing Virginia Gentleman Gin. If it had been around 120 years ago, its extra crisp taste might have changed the course of history.
VIRGINIA GENTLEMAN GIN

First he tells me to take Petersburg, then to burn Richmond. Next thing you know, he'll want a case of that new Virginia Gentleman Gin.
Introducing Virginia Gentleman Gin. If it had been around 120 years ago, its extra crisp taste might have changed the course of history.
VIRGINIA GENTLEMAN GIN

This campaign for A. Smith Bowman Distillery, Sunset Hills, Va., via the Martin Agency, Richmond, effectively uses old photos from the Matthew Brady Collection and other sources to catch readers' interest and draw them into the ads, which were intended to run on separate pages. Art director: Wayne Gibson; copywriter: Anne Moss Rogers.

Best of Press selections are made by a committee of three: Hank Simons, vp-creative director of the Newspaper Advertising Bureau; James Dunaway, vp-information at the bureau, and William F. Gloede, Advertising Age's newspaper industry reporter. National System Inc., St. Louis, provides tear sheets to the Newspaper Advertising Bureau for much of this work. Agencies, clients and newspapers are invited to submit ads for review. Submissions should be sent to Mr. Gloede in AA's New York bureau.

This rotogravure ad for the Portland Art Museum, via Borders, Perrin & Norrander, Portland, Ore., uses a simple copy line and an incomparable illustration to drive home the point that most folks never see art firsthand. Creative director: Bill Borders; art director: Terry Schneider; copywriter: Pamela Sullivan; photography: Gary Nolton; illustration: Auguste Renoir.

FLASH REPORT: Newspaper advertising investment for October

October 1986	IN 100 THOUSANDS / IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1986	1985	ACTUAL $ G OR L	% G OR L
Amusements	1986	$33,300,822	$24,819,093	+8,481,729	+34.2
	1985				
Computer stores & supplies	1986	4,728,783	4,999,838	-271,055	-5.4
	1985				
Department stores	1986	104,470,214	93,513,208	+10,957,006	+11.7
	1985				
Food stores	1986	37,717,976	30,839,408	+6,878,568	+22.3
	1985				
Radio, tv, phonographs, records	1986	22,270,062	18,140,426	+4,129,636	+22.8
	1985				
General merchandise stores	1986	47,996,749	39,687,126	+8,309,623	+20.9
	1985				
Alcoholic beverages	1986	2,717,972	2,675,694	157,722	5.5
	1985				
Cameras, photo supplies & services	1986	187,103	604,885	-417,782	-69.1
	1985				
Computers, equipment & services	1986	2,063,269	2,698,830	-635,561	-23.5
	1985				
Public service utilities & communications	1986	6,556,034	7,354,372	-798,338	-10.9
	1985				
Publishing & media	1986	18,520,928	13,631,291	+4,889,637	+35.9
	1985				
Cigarettes	1986	3,536,493	8,136,395	-4,599,902	-56.5
	1985				
Airlines	1986	17,829,852	19,100,335	-1,270,483	-6.7
	1985				
Passenger cars-new	1986	22,056,946	15,291,377	+6,765,569	+44.2
	1985				
Banks & trust companies	1986	10,893,538	9,233,997	+1,659,541	+18.0
	1985				
Stock, bond & investment houses	1986	2,394,136	2,494,500	-100,464	-4.0
	1985				

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Half up, half down in spending

New York—Advertiser spending in major metro newspapers during October in the 16 categories measured by Media Records Inc. for the Advertising Age Flash Report increased 13.8% from the same month last year, to $337.2 million.

Eight categories posted decreases, but they were more than offset by increases in the other eight categories.

There were strong gains in department stores, up 11.7% to $104.5 million; general-merchandise stores, up 20.9% to $48 million; food stores, up 22.3% to $37.7 million; amusements, up 34.2% to $33.3 million; new passenger cars, up 44.2% to $22.1 million, and publishing and media, up 35.9% to $18.5 million. Other gaining categories were radio-tv-phonograph-records dealers, up 22.8% to $22.3 million, and banks and trust companies, up 18% to $10.9 million.

Big losers were cigarets, down 56.5% to $3.5 million; computers, equipment and services, down 23.5% to $2.1 milllion, and cameras, photo supplies and services, down 69.1% to $187,103.

Other categories posting losses were airlines, down 6.7% to $17.8 million; public service utilities and commissions, down 10.9% to $6.6 million; computer stores and supplies, down 5.4% to $4.7 million; alcoholic beverages, down 5.5% to $2.7 million, and stock, bond and investment houses, down 4% to $2.4 million.

The Flash Report is based on SAU inch measurements in 29 daily and 23 Sunday newspapers in major markets.#

This ad for the Planned Parenthood Federation of America in New York, via the Public Media Center, San Francisco, used the shock value of a headline—the likes of which is not normally seen in newspapers—and a strong graphic to draw readers into this long-copy ad. Creative director: Jerry Mander; copywriters: Jerry Mander, Jonathan Polansky and Herbert Chao Gunther; art director: Jessie Bunn; photographer: Ed Kashi.

This ad for the *San Francisco Examiner* from Goodby, Berlin & Silverstein caused a fire storm of controversy in the media, though at least one San Francisco tv station found the humor in the ad. That was precisely what the agency was trying to do, says one of its principals, Rich Silverstein. Art director: Rich Silverstein; copywriter: Andy Berlin; photographer: Hank Benson.

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

January

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
— Art & antiques —				
American Artist	—	—	—	—
Antiques	—	—	—	—
Art & Antiques	45.8	43.7	45.8	43.7
Art in America	—	—	—	—
Southwest Art	54.9	55.2	54.9	55.2
Total Group	100.8	98.8	100.8	98.8
% change		+2.0%		+2.0%
— Auto/cycle/rec. vehicles —				
Autoweek (52X)	112.0	140.7	112.0	140.7
Car & Driver	79.9	91.8	79.9	91.8
Car Collector & Car Classics	16.0	14.3	16.0	14.3
Car Craft	49.9	47.0	49.9	47.0
Circle Track	44.1	39.7	44.1	39.7
Cycle	24.3	28.7	24.3	28.7
Cycle Guide (11X)	28.6	21.3	28.6	21.3
Cycle World	25.1	37.7	25.1	37.7
Dirt Rider	32.1	35.0	32.1	35.0
Dune Buggies & Hot VWs	77.0	92.1	77.0	92.1
Family Motor Coaching	168.0	177.7	168.0	177.7
4 Wheel & Off-Road	60.0	66.2	60.0	66.2
Four Wheeler	60.5	74.5	60.5	74.5
Hot Rod	43.4	37.7	43.4	37.7
Motorcyclist	14.2	25.2	14.2	25.2
Motor Trend	54.0	54.3	54.0	54.3
Motorhome	76.3	84.9	76.3	84.9
Rider	25.8	29.2	25.8	29.2
Road & Track	72.4	78.4	72.4	78.4
3 Wheeling	40.0	64.9	40.0	64.9
Trailer Life	87.3	101.5	87.3	101.5
Total Group	1,191.0	1,342.7	1,191.0	1,342.7
% change		-11.3%		-11.3%
— Boating & yachting —				
Boating	191.0	162.0	191.0	162.0
Chesapeake Bay	35.8	30.0	35.8	30.0
Cruising World	100.7	111.5	100.7	111.5
Lakeland Boating (10X)	79.5	59.5	79.5	59.5
Motor Boating & Sailing	223.5	232.9	223.5	232.9
Sail	95.4	103.8	95.4	103.8
Small Boat Journal (6X)	—	—	—	—
Trailer Boats (11X)	60.3	40.7	60.3	40.7
Western Boatman (6X)	44.1	54.7	44.1	54.7
Yachting	197.9	190.9	197.9	190.9
Total Group	1,028.2	986.0	1,028.2	986.0
% change		+4.3%		+4.3%
— Canadian —				
L'Actualite	37.2	51.3	37.2	51.3
Chatelaine				
English Edition A.	43.1	61.4	43.1	61.4
French Edition	40.4	51.1	40.4	51.1
City & Country Home (8X)	—	—	—	—
City Woman	—	—	—	—
Equinox (6X)	—	—	—	—
Flare A.	33.4	27.5	33.4	27.5
Harrowsmith-Canada	36.0	32.0	36.0	32.0
Maclean's (52X) A.	93.3	113.1	93.3	113.1
Moneywise	27.9	31.1	27.9	31.1
Montreal Calendar	15.3	22.0	15.3	22.0
Montreal Ce Mois Ci	14.6	23.0	14.6	23.0
Reader's Digest				
Canadian-English A.	43.8	77.3	43.8	77.3
Canadian-French A.	35.2	68.5	35.2	68.5
Toronto Life	64.2	61.6	64.2	61.6
Vancouver	—	—	—	—
Total Group	484.4	619.9	484.4	619.9
% change		-21.9%		-21.9%
— Civic/fraternal —				
American Legion	40.2	28.8	40.2	28.8
Elks (10X)	25.8	20.1	25.8	20.1
Kiwanis	15.7	16.9	15.7	16.9
Lion (10X)	7.3	7.3	7.3	7.3
Rotarian	10.5	11.0	10.5	11.0
V.F.W. (11X)	33.3	30.1	33.3	30.1
Total Group	132.8	114.2	132.8	114.2
% change		+16.3%		+16.3%
— Comics —				
DC Comics	8.0	7.0	8.0	7.0
Marvel Comics Group	9.0	9.0	9.0	9.0
Total Group	17.0	16.0	17.0	16.0
% change		+6.3%		+6.3%
— General —				
American Health (10X)	64.2	55.6	64.2	55.6
American West (6X)	29.3	50.5	29.3	50.5
The Atlantic A.	28.5	39.3	28.5	39.3
Audubon Magazine (6X)	29.5	29.6	29.5	29.6
Bon Appetit A.	54.0	57.0	54.0	57.0
Changing Times	66.0	50.1	66.0	50.1
Connoisseur	37.8	45.3	37.8	45.3
Consumers Digest (8x)	27.5	25.3	27.5	25.3
Ebony	71.8	70.5	71.8	70.5
Fifty Plus	—	—	—	—
Food & Wine	35.1	30.9	35.1	30.9
Games	13.5	22.5	13.5	22.5
Gourmet	56.6	54.0	56.6	54.0
Harper's A.	29.0	23.5	29.0	23.5
Harrowsmith (6X)	54.4	53.5	54.4	53.5
Home Entertainment (8X)	—	—	—	—
Let's Live	45.0	43.0	45.0	43.0
Life	52.5	68.5	52.5	68.5
Modern Maturity (6X)	—	—	—	—
Money	90.0	98.2	90.0	98.2
Moneyworth	13.1	10.0	13.1	10.0
Mother Earth News (6X)	—	—	—	—
Mother Jones (9X)	20.2	22.2	20.2	22.2
National Geographic	12.1	19.3	12.1	19.3
Natural History	40.1	51.0	40.1	51.0
Prevention	66.5	59.6	66.5	59.6
Psychology Today	32.0	21.2	32.0	21.2
Reader's Digest A.	66.0	71.7	66.0	71.7
Saturday Evening Post (9X)	42.9	37.7	42.9	37.7
Signature	87.0	52.0	87.0	52.0
Smithsonian	59.7	85.8	59.7	85.8
Sylvia Porter's Personal Finance (10X)	64.7	54.2	64.7	54.2
Town & Country	82.1	86.5	82.1	86.5
Travel-Holiday	24.3	34.5	24.3	34.5
Travel & Leisure	65.2	86.7	65.2	86.7
Vanity Fair	24.5	37.0	24.5	37.0
Writer's Digest	26.9	19.6	26.9	19.6
Yankee	70.6	74.4	70.6	74.4
Total Group	1,582.4	1,640.6	1,582.5	1,640.7
% change		-3.5%		-3.5%
— Home —				
Americana (6X)	—	—	—	—
Architectural Digest A.	79.8	103.5	79.8	103.5
Better Homes & Gardens	52.3	63.3	52.3	63.3
Colonial Homes (6X)	44.0	52.4	44.0	52.4
Columbus Monthly-Homes (4X)	22.6	21.9	22.6	21.9
Country Home (6X)	36.2	38.5	36.2	38.5
Country Journal	—	—	—	—
Country Living	58.4	61.9	58.4	61.9
Dallas/Ft. Worth Home & Garden	53.0	82.3	53.0	82.3
Family Handyman (10X) A.	46.7	60.2	46.7	60.2
Flower & Garden (6X)	—	—	—	—
Home	32.4	37.7	32.4	37.7
Home & Garden	37.7	30.8	37.7	30.8
Home Mechanics	40.8	58.1	40.8	58.1
The Homeowner (10X)	40.5	35.2	40.5	35.2
Horticulture	40.4	47.4	40.4	47.4
House Beautiful	43.0	55.2	43.0	55.2
House & Garden	51.8	61.1	51.8	61.1
Houston Home & Garden	42.3	54.0	42.3	54.0
Metropolitan Home	33.9	32.2	33.9	32.2
1,001 Home Ideas	36.4	43.6	36.4	43.6
Phoenix Home/Garden	59.8	56.0	59.8	56.0
Practical Homeowner	38.9	43.5	38.9	43.5
Rodale's Organic Gardening	55.8	76.7	55.8	76.7
Rx Being Well	27.0	22.0	27.0	22.0
San Diego Home/Garden	—	—	—	—
South Florida Home/Garden	37.7	30.8	37.7	30.8
Southern Accents (6X)	84.1	107.8	84.1	107.8
Southern Living	73.1	95.4	73.1	95.4
Sunset Magazine A.	61.6	96.0	61.6	96.0
Texas Homes	49.0	84.0	49.0	84.0
Workbench (6X)	49.4	51.2	49.4	51.2
The Workbasket	27.7	41.8	27.7	41.8
Total Group	1,356.2	1,644.3	1,356.2	1,644.3
% change		-17.5%		-17.5%
— In-flight & other passenger —				
Aboard Group (7)(6X)	—	—	—	—
Alaska Airlines	52.1	58.3	52.1	58.3
America West Airlines	42.6	—	42.6	—
American Way (24X)	84.0	88.6	84.0	88.6
East/West Network:				
Eastern Review	77.8	89.8	77.8	89.8
Northwest	39.0	45.2	39.0	45.2
PSA Magazine	65.3	88.5	65.3	88.5
Pan Am Clipper	43.2	50.2	43.2	50.2
Spirit	57.3	85.3	57.3	85.5
TWA Ambassador	42.5	—	42.5	—
United	53.2	85.6	53.2	85.6
Western's World	41.0	63.8	41.0	63.8
Halsey Publications:				
Air Cal	43.5	42.3	43.5	42.3
Delta Sky	69.7	62.3	69.7	62.3
US Air	41.5	34.8	41.5	34.8
Pace	73.4	59.8	73.4	59.8
Presidential Airways (6X)	6.8	—	52.0	—
Spirit of Aloha (6X)	34.0	30.8	34.0	30.8
Total Group	866.9	885.3	912.0	885.5
% change		-2.1%		+3.0%
— Men's —				
Esquire A.	44.5	44.0	44.5	44.0
Firehouse Magazine	47.0	42.0	47.0	42.0
Gentlemen's Quarterly A.	54.8	56.7	54.8	56.7
M Magazine	35.3	26.3	35.3	26.3
Penthouse A.	44.4	46.3	44.4	46.3
Playboy A.	60.6	72.5	60.6	72.5
Salute	—	—	—	—
Total Group	286.6	287.8	286.6	287.8
% change		-0.4%		-0.4%
— Metropolitan —				
Aloha (6X)	28.9	23.0	28.9	23.0
Atlanta	51.9	46.5	51.9	46.5
Baltimore	58.5	56.5	58.5	56.5
Boston	134.0	131.7	134.0	131.7
California	37.3	47.1	37.3	47.1
Chicago	78.9	82.8	78.9	82.8
Chicago's North Shore	78.8	77.8	78.8	77.8
Cincinnati	45.3	52.9	45.3	52.9
Cleveland	52.4	60.3	52.4	60.3
Coast (39X)	60.0	—	60.0	—
Columbus Monthly	60.5	50.5	60.5	50.5
Connecticut	83.2	83.7	83.2	83.7
D/Magazine, Dallas/Ft. Worth	90.6	112.0	90.6	112.0
Denver	21.8	32.2	21.8	32.2
Detroit Monthly	95.9	144.6	95.9	144.6
Grand Rapids	29.7	34.2	29.7	34.2
Gulfshore Life (10X)	—	—	—	—
Honolulu	56.1	57.9	56.1	57.9
Houston City	—	—	—	—
Louisiana Life (6X)	28.8	40.5	28.8	40.5
Madison	64.0	66.0	64.0	66.0
Metropolitan Detroit	44.3	49.0	44.3	49.0
Miami Mensual	42.5	51.8	42.5	51.8
Miami/South Florida	53.9	89.1	53.9	89.1
Mid Atlantic Country	21.8	26.5	21.8	26.5
Milwaukee	32.0	47.3	32.0	47.3
Minneapolis/St. Paul	61.3	64.8	61.3	64.8
Nashville	44.0	45.0	44.0	45.0
New England Monthly	31.6	43.2	31.6	43.2
New Jersey Monthly	70.2	62.9	70.2	62.9
New Mexico	—	—	—	—
Ohio	67.8	60.5	67.8	60.5
Oregon	—	—	—	—
Orlando	85.0	97.5	85.0	97.5
Palm Beach Life	93.2	94.7	93.2	94.7
Palm Springs Life	130.8	136.5	130.8	136.5
Philadelphia	131.9	113.3	131.9	113.3
Phoenix	65.6	103.4	65.6	103.4
Pittsburgh	50.2	38.2	50.2	38.2
St. Louis	34.0	25.9	34.0	25.9
San Diego	110.5	126.4	110.5	126.4
San Francisco	37.3	51.0	37.3	51.0
San Francisco Focus	79.8	91.9	79.8	91.9
Texas Monthly	78.1	194.5	78.1	194.5
Twin Cities	34.6	39.9	34.6	39.9
The Virginian	52.1	48.7	52.1	48.7
Washington (7X)	—	—	—	—
Washington Dossier (11X)	—	—	—	—
The Washingtonian	117.7	111.7	117.7	111.7
Total Group	2,716.7	3,013.7	2,716.7	3,013.8
% change		-9.9%		-9.9%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	18.6	11.8	18.6	11.8
Secrets	18.6	11.8	18.6	11.8
True Confessions	18.6	11.8	18.6	11.8
True Experience	18.6	11.8	18.6	11.8
True Love	18.6	11.8	18.6	11.8
True Romance	18.6	11.8	18.6	11.8
Sterling Women's Group:				
Daytime TV	24.2	23.8	24.2	23.8
TV Game Show	21.5	—	21.5	—
Total Group	157.3	94.6	157.3	94.6
% change		+66.3%		+66.3%
— Music/entertainment —				
Audio	65.5	95.6	65.5	95.6
Dance Magazine	57.8	56.9	57.8	56.9
Musician	47.2	54.8	47.2	54.8
Playbill	33.6	38.5	33.6	38.5
Stereo Review	100.4	58.6	100.4	58.6
Video Magazine	86.3	86.3	86.3	86.3
Total Group	390.8	390.7	390.8	390.7
% change		+0.0%		+0.0%
— National Sunday magazines —				
Parade (52X)	48.7	46.8	48.7	46.8
Total Group	48.7	46.8	48.7	46.8
% change		+4.0%		+4.0%
— Outdoor & sport —				
Alaska	23.8	33.3	23.8	33.3
The American Handgunner(6X)	41.0	35.0	41.0	35.0
American Hunter	20.9	22.1	20.9	22.1
American Rifleman	28.6	28.1	28.6	28.1
Backpacker (6X)	26.9	23.1	26.9	23.1
Bass Master (10X) A.	62.8	50.4	62.8	50.4
Bicycling (9X)	69.6	60.1	69.6	60.1
Ducks Unlimited (6X)	17.3	28.5	17.3	28.5
Field & Stream	75.2	60.1	75.2	60.1
Fins & Feathers A.	33.5	31.8	33.5	31.8
Fishing World	40.3	33.1	40.3	33.1
Florida Sportsman	149.6	110.0	149.6	110.0
Flying	38.5	34.2	38.5	34.2
Golf Digest	100.3	99.1	100.3	99.1
Golf Magazine	118.7	135.3	118.2	135.3
Gun Dog (6X)	33.5	25.5	33.5	25.5
Guns	29.0	29.0	29.0	29.0
Guns & Ammo	34.9	58.6	34.9	58.6
Muscle & Fitness	114.0	108.0	114.0	108.0
Outdoor Life	70.3	62.5	70.3	62.5
Outside Magazine	32.3	32.3	32.3	32.3
Petersen's Hunting	38.2	58.4	38.2	58.4
Runner	16.6	25.8	16.6	25.8

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. * All affiliated with Sunday Mag/Net. except Los Angeles Times Magazine and New York Times Magazine.

All figures represented in this chart are supplied by the magazines. Advertising Age makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.

(Continued on Page 84)

(Continued from Page 83)

January

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
Runner's World (13X)	22.1	28.2	22.1	28.2
Salt Water Sportsman	183.5	161.4	183.5	161.4
Shooting Times	32.7	53.5	32.7	53.5
Ski (8X) A.	83.4	115.8	83.4	115.8
Skiing (7X) A	94.9	84.7	94.9	84.7
Skin Diver	99.0	92.3	99.0	92.3
Southern Outdoors (9X)	45.1	39.0	45.1	39.0
Sports Afield	133.0	73.2	133.0	73.2
Tennis	44.3	40.5	44.3	40.5
Western Outdoors (10X)	30.0	35.3	30.0	35.3
Wing & Shot	12.4	—	12.4	—
Total Group	**1,996.1**	**1,908.0**	**1,996.6**	**1,908.0**
% change		+4.6%		+4.6%
— Photography —				
American Photographer	24.1	34.3	24.1	34.3
Petersen's Photographic	22.0	19.9	22.0	19.9
Popular Photography	67.0	65.1	67.0	65.1
Total Group	**113.1**	**119.3**	**113.1**	**119.3**
% change		-5.2%		-5.2%
— Religious —				
Charisma	47.5	48.0	47.5	48.0
Christian Herald (11X)	25.5	29.8	25.5	29.8
Christianity Today (18X)	32.5	46.0	32.5	46.0
Moody Monthly (11X)	31.8	47.7	31.8	47.7
Today's Christian Woman (6X)	31.4	29.0	31.4	29.0
Total Group	**168.6**	**200.5**	**168.6**	**200.5**
% change		-15.9%		-15.9%
— Science/electronic/mechanic —				
Discover	48.8	33.3	48.8	33.3
Family Computing	55.1	55.9	55.1	55.9
Omni	47.5	45.1	47.5	45.1
Personal Computing	127.0	111.4	127.0	111.4
Popular Mechanics	73.7	81.5	73.7	81.5
Popular Science	59.1	68.3	59.1	68.3
Scientific American	30.3	33.4	30.3	33.4
Spectrum	75.3	106.2	75.3	106.2
Total Group	**516.9**	**535.0**	**516.9**	**535.1**
% change		-3.4%		-3.4%
— Woman/fashion/service —				
Cosmopolitan A.	152.9	154.6	152.9	154.6
Essence	55.4	67.2	55.4	67.2
Family Circle (17X) A.	75.9	101.5	75.9	101.5
Glamour	119.4	103.6	119.4	103.6
Good Housekeeping A.	74.7	92.5	74.7	92.5
Harper's Bazaar	74.0	57.7	74.0	57.7
Health	36.7	41.5	36.7	41.5
Ladies' Home Journal	65.2	85.4	65.2	85.4
Mademoiselle	77.5	51.8	77.5	51.8
McCall's	55.4	59.8	55.4	59.8
Military Lifestyle	44.2	57.5	44.2	57.5
Ms	47.1	39.7	47.1	39.7
New Woman	56.8	47.7	56.8	47.7
Parents Magazine A.	63.8	64.5	63.8	64.5
Redbook	71.0	71.3	71.0	71.3
Self	57.5	57.0	57.5	57.0
Seventeen	75.3	61.9	75.3	61.9
Shape	51.5	60.0	51.5	60.0
Soap Opera Digest (26X)	11.6	22.9	11.6	22.9
'Teen Magazine	32.6	25.9	32.6	25.9
True Story A.	32.5	34.6	32.5	34.6
Vogue	118.7	126.7	118.7	126.7
W Magazine	71.4	63.0	71.4	63.0
Weight Watchers	33.3	30.7	33.3	30.7
Working Mother	63.4	52.6	63.4	52.6
Working Woman	82.3	83.3	82.3	83.3
Total Group	**1,700.0**	**1,714.9**	**1,700.0**	**1,714.9**
% change		-0.9%		-0.9%
— Youth —				
Boys' Life	12.6	14.3	12.6	14.3
Campus Life (10X)	41.1	56.8	41.1	56.8
Total Group	**53.7**	**71.1**	**53.7**	**71.1**
% change		-24.4%		-24.4%

December

	Current month 1986	Current month 1985	Year-to-date 1986	Year-to-date 1985
— Business/national —				
Barron's	199.2	193.6	2,300.3	2,307.1
Black Enterprise	69.1	57.6	861.1	806.8
Business Week (52X) A.	364.8	396.3	3,893.7	4,214.5
Financial World (26X)	54.7	42.0	737.3	585.8
Forbes (26X)	369.2	395.7	3,418.1	3,711.2
Fortune (26X)	276.2	263.6	2,907.9	3,272.5
Frequent Flyer	50.7	56.2	723.3	763.1
Futures	43.1	44.5	594.6	607.0
High Technology	19.2	17.2	229.8	345.8
Inc. Magazine A.	92.1	112.4	1,029.2	1,150.0
Income Opportunities	63.7	56.1	673.8	537.4
Industry Week (25X) A.	56.8	61.0	1,147.9	1,077.1
Nation's Business A.	27.6	45.2	409.6	422.3
Savvy	35.9	23.8	412.4	376.5
Venture	67.1	87.5	849.6	900.6
Total Group	**1,789.3**	**1,852.6**	**20,188.8**	**21,077.7**
% change		-3.4%		-4.2%
— Business/regional —				
Advantage-Nashville's Bus. Monthly	55.0	48.0	765.0	613.0
Arizona Bus. Gazette (52X)	49.8	37.8	413.4	368.5
Baltimore Bus. Journal	105.8	160.5	921.5	910.4
Boston Bus. Journal (52X)	143.5	159.0	1,612.9	1,736.5
Business Atlanta	93.0	90.0	844.4	841.4
Business First of Buffalo	56.0	50.1	710.3	777.4
Business First of Columbus	81.1	73.9	1,061.7	819.5
Business North Carolina	61.2	50.8	547.9	448.2
Cincinnati Business Courier	72.2	66.8	970.9	788.9
Corporate Report Kansas City	25.6	50.9	327.4	547.6
Crain's Chicago Bus. (52X)	166.0	155.0	1,984.0	1,944.0
Crain's Cleveland Bus. (52X)	71.7	57.1	781.5	895.8
Crain's New York Bus. (52X)	28.1	28.4	265.6	422.5
Florida Trend (13X)	66.5	62.7	989.2	1,091.7
Georgia Trend	43.6	26.5	659.8	181.7
Grand Rapids Bus. Journal	43.2	20.6	436.6	233.5
Hawaii Business	35.7	53.4	555.6	595.2
Indianapolis Bus. Journal (52X)	154.7	102.3	1,809.6	1,471.4
Intercorp-Connecticut (26X)	73.5	82.8	1,010.5	695.8
Kansas City Bus. Journal	159.8	137.6	1,557.9	1,771.8
Los Angeles Bus. Journal	111.0	34.9	533.3	596.3
Manhattan Inc.	100.5	66.9	912.3	604.1
New England Bus. (20X) A.	77.0	40.8	1,022.0	1,073.3
Pacific Bus. News (52X)	133.1	127.8	1,458.7	1,365.6
Philadelphia Bus. Journal(52X)	205.3	113.6	1,570.8	1,213.2
Pittsburgh Bus. Times (52X)	144.9	111.4	1,241.6	973.5
Regardie's/Washington	126.6	136.8	1,530.0	1,368.0
San Diego Bus. Journal (52X)	39.6	28.6	441.5	404.6
South Florida Bus. Journal	125.3	105.8	1,304.4	1,122.2
St. Louis Bus. Journal (52X)	173.9	150.1	1,727.3	1,747.4
Texas Business	45.8	56.8	678.7	848.8
Total Group	**2,868.9**	**2,457.6**	**30,646.4**	**28,471.7**
% change		+16.7%		+7.6%
— National Sunday magazines —				
Parade (52X)	42.1	63.9	637.2	660.1
USA Weekend (52X)	36.7	67.0	592.7	683.4
Total Group	**78.8**	**130.9**	**1,229.9**	**1,343.5**
% change		-39.8%		-8.5%
— Newspaper Sunday magazines —				
Boston Globe	175.7	246.6	2,600.3	2,515.6
Chicago Tribune	115.7	138.7	1,152.6	1,518.9
Cleveland Plain Dealer	75.0	66.2	719.0	618.8
Detroit News	62.0	69.0	1,041.0	1,042.0
L.A. Times	81.6	124.2	839.0	1,008.8
Louisville Courier-Journal	95.7	103.5	809.6	952.7
Miami Herald	44.5	80.3	626.2	559.8
New York Times Magazine	347.7	375.9	4,126.6	4,345.3
Philadelphia Inquirer	124.6	124.9	1,035.8	837.6
San Francisco Image	67.9	165.7	876.7	1,127.3
Seattle Times	82.0	85.0	777.0	656.0
Toledo Blade Magazine	42.2	74.8	462.4	571.1
Washington Post	142.0	90.0	1,574.0	1,257.0
Total Group	**1,456.6**	**1,744.8**	**16,640.1**	**17,010.9**
% change		-16.5%		-2.2%
— Weeklies/bi-weeklies —				
The Advocate (26X)	128.0	68.6	1,599.6	1,245.0
Army Times Military Group:				
Air Force Times (52X)	172.6	184.2	2,184.6	1,961.2
Army Times (52X)	171.8	177.7	2,040.4	1,917.1
Navy Times (52X)	184.7	189.5	2,249.6	2,066.7
The Blood-Horse (52X)	1,474.6	1,796.6	5,613.3	6,616.4
Capper's Weekly (17X)	12.2	13.1	317.9	307.0
Commonweal (22X)	6.0	1.5	86.1	78.3
Golf World (43X)	51.3	51.1	947.5	835.5
Grit (52X) A.	11.2	13.3	293.7	136.2
National Journal (50X)	39.0	39.0	667.5	555.0
National Review (25X)	37.2	35.2	373.7	336.5
New Republic (48X)	42.7	43.6	443.8	418.0
New York Magazine (50X)	401.1	412.5	3,127.0	3,121.3
New Yorker	281.5	336.8	2,671.9	2,990.3
Newsweek (52X) A.	274.7	282.1	2,543.9	2,716.5
People (52X)	443.0	496.7	3,762.0	3,863.8
Rolling Stone (25X)	188.6	159.6	1,456.7	1,174.8
Sporting News (52X)	46.7	31.2	612.6	517.8
Sports Illustrated (52X) A.	258.6	250.2	2,709.3	2,785.0
Time (52X) A.	259.8	295.4	2,575.0	2,695.6
Travelhost (52X) C.	3,070.0	2,885.5	38,356.0	38,118.0
TV Guide (52X) A.	242.5	243.4	3,566.1	3,669.9
TV Update (52X) C.	2,206.0	2,071.0	28,371.0	27,566.0
Us Magazine (26X)	98.8	97.8	583.4	516.3
U.S. News & World Report (52X) A.	175.5	217.6	1,603.4	1,776.1
Total Group	**10,278.2**	**10,393.2**	**108,726.2**	**107,984.3**
% change		-1.1%		+0.7%
— Foreign —				
Business Week Int'l (52X)	162.1	178.2	1,616.6	1,685.8
De Armas Publications:				
Geomundo:				
Central America	9.0	9.0	56.0	68.5
Chile	8.0	6.0	60.0	64.5
Colombia	20.5	16.0	120.8	122.5
Ecuador	8.0	6.0	51.0	54.0
Mexico	15.7	15.5	126.3	119.0
Peru	5.0	5.0	39.0	58.5
Puerto Rico	5.0	3.0	37.5	37.0
U.S.	4.7	8.7	59.7	79.3
Venezuela	26.0	10.0	173.0	118.5
Hombre De Mundo:				
Central America	7.0	12.0	61.3	59.5
Chile	6.0	8.0	60.3	59.5
Colombia	25.2	31.3	187.8	144.3
Ecuador	5.0	9.0	51.3	56.0
Mexico	33.2	31.2	224.5	184.3
Peru	3.0	6.0	34.3	42.5
Puerto Rico	10.0	11.0	54.3	84.0
U.S.	11.7	10.7	122.0	110.7
Venezuela	39.0	45.5	265.3	289.3
Ideas Para Su Hogar:				
Chile	—	—	1.0	—
Colombia	25.2	27.2	169.3	205.3
Ecuador	3.0	2.0	30.0	61.0
Mexico	22.0	31.7	131.0	169.8
Peru	7.0	2.5	36.0	29.5
Puerto Rico	—	1.0	0.2	11.5
U.S.	4.0	5.0	51.0	70.0
Venezuela	9.0	23.0	109.5	227.8
Mecanica Popular:				
Argentina	6.5	7.2	63.5	25.2
Central America	15.8	12.0	117.7	115.8
Chile	9.5	6.3	61.2	42.2
Colombia	22.5	27.8	194.5	188.5
Mexico	27.5	22.7	174.2	196.8
Peru	12.0	10.8	127.8	132.5
Puerto Rico	11.2	9.5	89.2	108.8
U.S.	4.8	10.0	69.8	90.5
Venezuela	19.7	21.0	156.2	165.2
Vanidades Continental:				
Central America	36.3	26.5	256.0	142.3
Chile	9.2	5.3	59.5	40.0
Colombia	122.7	131.7	1,077.2	971.8
Ecuador	32.5	22.7	247.5	265.5
Mexico	117.0	163.3	1,047.2	1,214.2
Peru	52.0	18.8	204.5	209.8
Puerto Rico	56.2	45.5	409.2	445.0
U.S.	58.0	57.2	545.0	504.2
Venezuela	102.8	110.3	576.0	714.5
Hearst International Publications:				
Buenhogar:				
Central America	4.0	3.0	20.0	13.0
Chile	4.0	1.0	21.0	11.0
Colombia	58.7	63.0	436.8	437.7
Ecuador	17.0	18.0	145.0	196.0
Mexico	54.0	84.7	445.3	640.8
Peru	26.5	17.5	123.0	140.5
Puerto Rico	6.5	6.5	105.5	104.0
U.S.	30.3	32.2	244.2	227.5
Venezuela	55.8	55.2	308.2	435.5
Cosmopolitan en Espanol:				
Central America	12.3	7.3	72.3	26.5
Colombia	36.3	34.5	240.5	198.7
Ecuador	2.0	3.0	5.0	8.0
Mexico	73.5	92.8	561.0	654.7
Peru	1.0	6.0	3.0	33.0
Puerto Rico	35.2	40.0	155.8	284.0
U.S.(Spanish language)	35.0	35.2	301.7	241.3
Venezuela	48.3	44.8	229.7	327.8
Cosmopolitan Foreign Editions:				
Australia	101.4	107.7	876.6	875.1
Brazil	140.0	94.5	276.3	607.6
China	83.3	53.5	392.7	403.9
France	107.7	99.5	1,041.5	1,179.2
Germany	155.8	127.7	1,407.7	1,248.7
Great Britain	133.0	155.0	1,363.7	1,492.0
Greece	62.3	55.0	651.6	622.4
Holland	106.0	107.0	925.3	853.3
Italy	77.5	67.3	717.0	626.9
Japan	58.6	58.6	404.7	465.9
South Africa	126.0	81.0	980.0	1,051.0
Good Housekeeping Foreign Editions:				
Australia	76.4	33.9	447.5	623.7
Great Britain	160.0	155.5	1,407.7	1,624.5
Johnston International:				
Alam Attijarat	41.8	51.7	433.0	564.4
Far East Business	47.7	45.1	475.3	406.1
Modern Africa (6X)	13.0	25.3	115.7	88.8
Latin America Finance (6X)	—	—	112.5	70.0
Newsweek International A.:				
Atlantic (52X)	77.6	94.6	997.1	1,078.5
Latin America (52X)	23.4	33.0	352.4	351.0
Pacific (52X)	54.7	79.3	691.7	779.1
Progreso (9X)	7.4	10.5	121.3	113.8
Reader's Digest:				
Arabic	8.5	10.5	83.5	122.5
Asian	183.5	288.0	2,467.3	2,637.5
Australian	67.0	51.0	666.1	675.5
Belgian-Flemish	69.5	77.0	886.4	990.5
Belgian-French	38.0	46.0	527.6	611.0
British	42.9	51.9	573.8	565.2
Chinese B.	144.3	222.0	1,241.1	1,591.0
Danish	19.5	16.3	352.1	365.4
Dutch	48.0	48.5	474.4	491.0
Finnish	38.8	16.5	484.7	479.2
French	10.0	16.0	183.6	456.4
German	62.6	70.6	771.8	796.3
Iberian	—	0.5	20.0	38.0
Indian-English	78.5	103.0	943.5	1,095.0
Indian-Hindi	15.0	8.5	130.0	132.5
Italian	55.0	36.0	495.5	411.0
Korean	27.5	32.8	338.0	315.6
Latin American:				
Argentina	21.5	24.0	174.0	213.5
Brazil	—	5.0	20.0	53.5
Central American	5.0	10.0	77.0	104.0
Chile	10.0	33.8	124.0	151.8
Colombia	42.0	48.0	320.5	352.0
Ecuador	4.0	11.5	71.0	103.5
Mexico	68.7	73.7	726.0	611.4
Peru	5.0	12.5	83.0	118.0
Puerto Rico	5.0	5.5	54.5	56.0
U.P.B.	6.0	12.5	77.0	91.0
U.S. Spanish	8.5	14.5	177.5	125.0
Venezuela	5.0	10.5	109.5	121.5
New Zealand	57.0	56.5	648.8	693.0
Norwegian	10.0	12.5	96.0	211.3
Portugal	1.5	7.5	401.7	493.1
South African	49.5	56.0	931.0	1,065.5
Swedish	12.5	22.5	186.0	224.0
Swiss-French	20.0	28.0	261.0	316.6
Swiss-German	22.0	39.0	334.8	437.1
Time International:				
Time-Asia	65.2	118.0	825.8	1,061.2
Time-Atlantic	104.2	119.0	1,171.2	1,287.0
Time-Canada	191.8	210.6	2,154.9	2,197.8
Time-Latin America	37.8	63.3	511.8	574.8
Time-South Pacific	110.7	102.0	1,164.0	1,401.2
Visao (52X)	240.9	187.8	1,838.9	1,727.4
Vision/Latin America (24X) A.	35.2	31.5	348.6	332.9
Total Group	**5,391.9**	**5,765.2**	**80,842.3**	**84,788.9**
% change		-6.5%		-7.8%